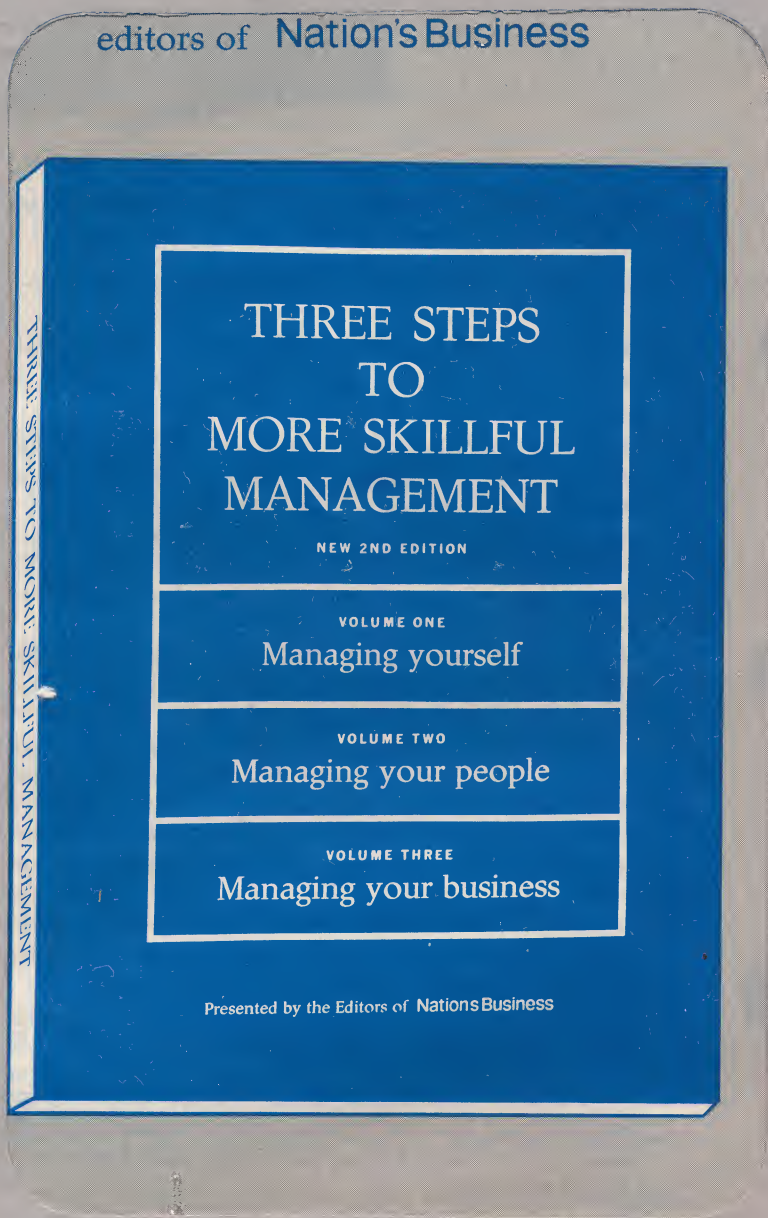


A complete, thorough management seminar-in-print to
help move you toward the top opportunities of tomorrow

editors of Nation's Business



You may have this complete set—free—as a
special gift from the editors of Nation's Business



Nation's Business

1615 H Street, N.W.
Washington, D.C. 20006



• MEMO •

Here's news of a "more than half-way" offer that permits you:

1. To receive a useful set of management manuals -- free
2. To evaluate America's most widely circulated business magazine -- on your own terms
3. To keep the manuals no matter what your decision about the magazine

T NELSON
BOX 1546
POUGHKEEPSIE NY 12603

65A

THIRD CLASS

“THREE STEPS TO MORE SKILLFUL MANAGEMENT”

and trial subscription to

Nation's Business

Fill out—detach—and mail card on the reverse side

SAVE THIS STUB FOR YOUR RECORDS

Date your order was mailed: _____

☐ Bill Requested ☐ Payment enclosed in amount of \$ _____

FIRST CLASS
Permit No. 5R
Washington, D.C.

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

Nation's Business

1615 H Street, N.W.

Washington, D.C. 20006

MEMO

With so many opportunities opening up at top management levels today, it will be well worth your while to examine "THREE STEPS TO MORE SKILLFUL MANAGEMENT."

To receive your FREE management manuals . . .

. . . simply fill out, detach and mail the card below. We'll immediately ship your manuals and enter your trial subscription to NATION'S BUSINESS.

If you are not completely satisfied with the magazine, you may cancel your subscription. Otherwise, you'll continue to receive NATION'S BUSINESS each month—for a full year—at the regular subscription price of \$6.75. But, in either case, "THREE STEPS TO MORE SKILLFUL MANAGEMENT" is yours to keep—free.

Detach and mail card below—today. No postage required.

Nation's Business 1615 H Street, N.W., Washington, D.C. 20006

Gentlemen:

Please enter my subscription to NATION'S BUSINESS for 1 year, on a trial basis, at \$6.75. I understand that if I am dissatisfied for any reason, I may cancel this order and receive a refund of the unused portion of my subscription.

I further understand that I am to receive a FREE copy of "THREE STEPS TO MORE SKILLFUL MANAGEMENT"—which I may keep even if I discontinue the magazine.

T NELSON
BOX 1546
POUGHKEEPSIE NY 12603

1 5 4 A

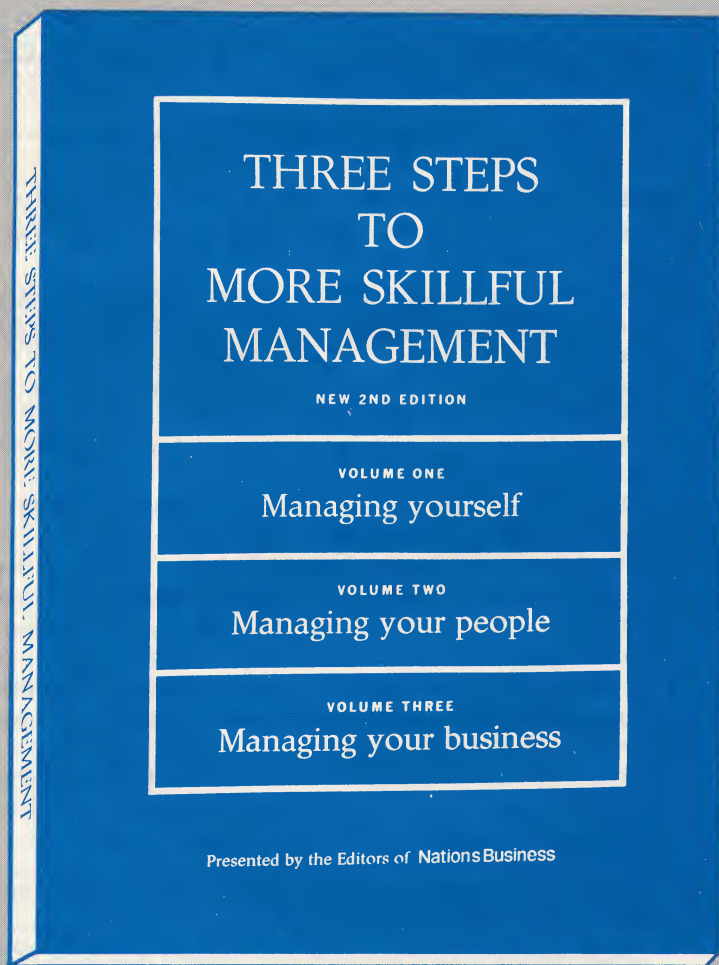
☐ Bill me
☐ Payment
Enclosed

65A

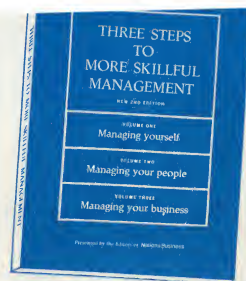
Signature _____ Title _____

Firm _____ Product Mfd. or Service Performed _____ Approx. No. of employees _____

This valuable set FREE with your
trial subscription . . . from the
editors of Nation's Business



See Inside for
Complete Outline of Contents



“THREE STEPS TO MORE SKILLFUL MANAGEMENT”



VOLUME ONE: MANAGING YOURSELF

- 1 “How to be an Effective Executive”—5 ways to make better use of your ability and experience
- 2 “How to Build Self-Confidence”—plus a revealing test to rate yourself
- 3 “How to Weigh Ideas”—sorting workable proposals from impractical pipe dreams
- 4 “How to Simplify a Problem”—tested methods that pave the way to valid solutions
- 5 “How to Make a Business Decision”—a 4-step plan to improve your performance as a decision-maker
- 6 “Sharpen Your Logic”—avoiding some common roadblocks to straight thinking
- 7 “Throw Away Your Business Grammar”—and write more effectively
- 8 “Understand What You Hear”—5 techniques to improve your comprehension
- 9 “How to be Believed”—your words will carry greater weight when you follow these rules
- 10 “Are You Working Too Hard?”—job addiction is no key to success
- 11 “Analyze Your Job to Save Time”—how a self-audit can help you get more done
- 12 “Teach *Yourself* Management Skills”—4 essentials that determine career growth



VOLUME TWO: MANAGING YOUR PEOPLE

- 1 “Build the Will to Work”—a psychologist tells how to achieve increased employee cooperation
- 2 “Give Your Men a Faster Start”—guidelines for proper job orientation
- 3 “Get Full Use of Idea Men”—finding and encouraging the creative team
- 4 “How to Teach Young Men to Work”—converting today’s recruits into tomorrow’s managers
- 5 “How to Delegate Responsibility”—the best way to pass along authority
- 6 “Eight Tests Spot Initiative”—how to pick the men who’ll get things done
- 7 “Make Job Goals Fit the Man”—unrealistic standards do more harm than good
- 8 “Ways to Handle Office Clashes”—types of conflicts and how to deal with them

A wealth of practical information and ideas in the three major areas of executive responsibility

- 9 “How to Handle ‘Indispensables’”—what to do about the “one-man show”
- 10 “How to Help the One-Track Executive”—making rigid managers more flexible
- 11 “First Aid for Worried Workers”—a guide for counseling disturbed employees
- 12 “When to Use the Needle”—constructive criticism can *build* morale
- 13 “Restore Shattered Self-Confidence”—what to do for the man who has made a mistake
- 14 “Use Gripes to Build Morale”—how to harness the steam that employees blow off

VOLUME THREE: MANAGING YOUR BUSINESS

- 1 “Keep Your Company Young”—how to prevent corporate hardening of the arteries
- 2 “How Top Companies Plan Success”—guides for mapping your company’s future
- 3 “How to Reorganize Without Crisis”—sound suggestions that can save time and eliminate many of the headaches
- 4 “You Can Save Extra-Value Dollars”—where to look for cost cuts that really mean something
- 5 “Testing Product Profitability”—deciding what lines to add and what to drop
- 6 “How to Spot Losing Operations”—10 steps for evaluating company projects
- 7 “How to Spot Profitable Opportunities”—a financial analysis can avert common dangers
- 8 “You Can Cure Overlapping Management”—the causes of duplication and how to cure them
- 9 “You Can Cancel Most Meeting”—practical ways to speed decision making
- 10 “Make Jobs Pay Their Way”—cutting costs by measuring management functions
- 11 “Turn Ideas into Products”—4 steps that make research and development more effective
- 12 “How to Handle Company Secrets”—drawing the line on confidential data
- 13 “Get Help in Cutting Costs”—4 ways your employees can help you reduce expenses



To obtain your free copy of this three-volume set, simply fill out and mail the enclosed postage-paid card.

WHAT READERS SAY ABOUT NATION'S BUSINESS

The acid test of the value of any magazine is the opinion of its readers. Reproduced below are some typical comments from NATION'S BUSINESS subscribers:

"I have been a regular reader of your magazine and consider it incomparable—though I subscribe to nearly every such publication available."

—District Sales Mgr.

"Could we have permission to translate your article on delegating responsibility into Portuguese?"

—Director

"I enjoyed very much your article on 'How to Encourage Ideas' and I would like to distribute it to our supervisory officials."

—Assistant to the President

"I plan to discuss your article 'New Forces Shape Business Future' with a club of men..."

—Sales Manager

"Your article 'Lease Back Frees Operating Capital' just helped me to make a business deal."

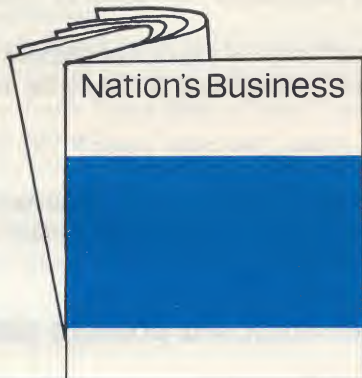
—Attorney

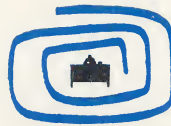
"Your articles on 'Six Steps to Executive Success' will enable us to give our personnel an insight into some of the current thinking on this criteria."

—Manager

The offer described on the enclosed card enables you to evaluate NATION'S BUSINESS... on your own terms... without risking a single penny. And in addition, it brings you, free, the valuable 3-volume set, "THREE STEPS TO MORE SKILLFUL MANAGEMENT."

Take advantage of this offer by filling out and mailing your card today.





Nation's Business

Published by the Chamber of Commerce of the United States

1615 H Street, N.W., Washington, D.C. 20006

This free set of manuals shows
how to master the skills that have
taken other executives to the top -

-and it can help keep you moving in that direction, too!

The remarkable business growth we're witnessing today is opening considerably more room at the top. Your chances of getting there are better than ever.

That's why the Editors of NATION'S BUSINESS have issued:

THREE STEPS TO MORE SKILLFUL MANAGEMENT
(New 2nd Edition; 1st Edition completely "sold out")

It's actually a 3 volume management seminar-in-print, planned for men, such as yourself, who can see the golden opportunity ahead and want to prepare for it.

Briefly, here's what you'll find in the three manuals:

- Volume 1: "Managing Yourself" -- how to increase and improve your executive qualifications
- Volume 2: "Managing Your People" -- how to win the respect, loyalty and cooperation of employees
- Volume 3: "Managing Your Business" -- how to solve both routine and unusual business problems.

The enclosed card contains a complete run-down -- chapter by chapter -- on each of the three volumes. As you glance through, consider how much it will be worth to you -- in terms of your future advancement -- to master these essential skills:

...delegating responsibility...handling "problem" workers
...planning and organizing your work...creating and presenting ideas...making logical decisions...training subordinates
...writing more effectively...detecting inefficient practices...plus dozens of other skills.

"THREE STEPS" gives you sound, sensible techniques you can apply the next time you face a situation requiring any one of these specialized abilities. It's that practical -- and that thorough.

And while a hard-cover book containing this meaty material might cost you

several dollars you may have the full set of three manuals, in a sturdy "Desk Case," free.

Free -- to highlight the extra value you'll receive from the pages of NATION'S BUSINESS each month.

(The entire contents of "THREE STEPS" originally appeared in regular issues of NATION'S BUSINESS. Therefore, the outline of the manuals will give you a good idea of what's in the magazine.)

But that's only half of what NATION'S BUSINESS provides!

Every issue includes a probing look at national and international events that could influence business conditions. You get factual reports and business-oriented interpretations -- plus reliable forecasts -- in such news areas as:

Administration Programs	Agriculture	Federal Trade Regulations
International Relations	The Economy	Employee Relations
Scientific Advances	Education	Transportation
National Defense	Unions	Investments
Foreign Trade	Credit	Marketing
Production	Taxes	Politics

-- all written in a style geared to the fast-paced information needs of today's busy executive. No excess wordage -- no re-hash of yesterday's newspapers -- no glib half-answers. Just an honest effort to relate what happened, why it happened, what's likely to happen and the effect it might have on you and your business.

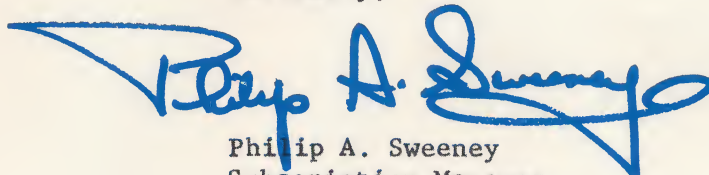
How useful will NATION'S BUSINESS be to you?

Since NATION'S BUSINESS is available by subscription only, you won't find a newsstand copy to answer that question. But you can get the answer by taking advantage of this "more than half-way" offer:

By authorizing a 1-year trial at only \$6.75, you reserve the right to cancel service - at any time - for a full refund of your unused subscription price. As soon as your authorization is received, we'll send you your free copy of THREE STEPS TO MORE SKILLFUL MANAGEMENT -- which is yours to keep, regardless of your decision about NATION'S BUSINESS.

Please use the enclosed card now to forward your authorization to us. No envelope or stamps needed; just O. K. and mail. We'll send the bill along later. Thank you.

Cordially,



Philip A. Sweeney
Subscription Manager

PAS/CW411

P. S. Note, the 3-volume set comes in an attractive and durable "desk case." Both the set and the case are yours to keep -- free -- regardless of your eventual decision about NATION'S BUSINESS. Just return the postpaid card today.



Nation's Business

1615 H Street, N.W.
Washington, D.C. 20006



• MEMO •

Here's news of a "more than half-way" offer that permits you:

1. To receive a useful set of management manuals -- free
2. To evaluate America's most widely circulated business magazine -- on your own terms
3. To keep the manuals no matter what your decision about the magazine

NI-26-E7
INTERLOCKING SYSTEMS CO
T.H. NELSON
BOX 1546
POUGHKEEPSIE, N.Y.

THIRD CLASS

A complete, thorough management seminar-in-print to
help move you toward the top opportunities of tomorrow

editors of **Nation's Business**

New Third Edition

Three Steps to More Skillful Management

presented by the Editors of Nation's Business



Volume I Managing Yourself



Volume II Managing Your People



Volume III Managing Your Business

You may have this complete set—free—as a
special gift from the editors of **Nation's Business**

MEMO

With so many opportunities opening up at top management levels today, it will be well worth your while to examine "THREE STEPS TO MORE SKILLFUL MANAGEMENT."

To receive your FREE management manuals . . .

. . . simply fill out, detach and mail the card below. We'll immediately ship your manuals and enter your trial subscription to NATION'S BUSINESS.

If you are not completely satisfied with the magazine, you may cancel your subscription. Otherwise, you'll continue to receive NATION'S BUSINESS each month—for a full year—at the regular subscription price of \$6.75. But, in either case, "THREE STEPS TO MORE SKILLFUL MANAGEMENT" is yours to keep—free.

Detach and mail card below—today. No postage required.

Nation's Business 1615 H Street, N.W., Washington, D.C. 20006

Gentlemen:

Please enter my subscription to NATION'S BUSINESS for 1 year, on a trial basis, at \$6.75. I understand that if I am dissatisfied for any reason, I may cancel this order and receive a refund of the unused portion of my subscription.

I further understand that I am to receive a FREE copy of "THREE STEPS TO MORE SKILLFUL MANAGEMENT"—which I may keep even if I discontinue the magazine.

230C

NI-26-E7
INTERLOCKING SYSTEMS CO
T.H. NELSON
BOX 1546
POUGHKEEPSIE, N.Y.

☐ Bill me
☐ Payment
Enclosed

Signature _____ Title _____

Firm _____ Product Mfd. or
Service Performed _____ Approx. No.
of employees _____

“THREE STEPS TO MORE SKILLFUL MANAGEMENT”

and trial subscription to

Nation's Business

Fill out—detach—and mail card on the reverse side

SAVE THIS STUB FOR YOUR RECORDS

Date your order was mailed: _____

☐ Bill Requested ☐ Payment enclosed in amount of \$ _____

FIRST CLASS
Permit No. 5R
Washington, D.C.

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

Postage will be paid by

Nation's Business

1615 H Street, N.W.

Washington, D.C. 20006



Nation's Business

Published by the Chamber of Commerce of the United States

1615 H Street, N.W., Washington, D.C. 20006

This free set of manuals shows
how to master the skills that have
taken other executives to the top -

-and it can help keep you moving in that direction, too!

The remarkable business growth we're witnessing today is opening considerably more room at the top. Your chances of getting there are better than ever.

That's why the Editors of NATION'S BUSINESS have issued:

THREE STEPS TO MORE SKILLFUL MANAGEMENT
(New 2nd Edition; 1st Edition completely "sold out")

It's actually a 3 volume management seminar-in-print, planned for men, such as yourself, who can see the golden opportunity ahead and want to prepare for it.

Briefly, here's what you'll find in the three manuals:

- Volume 1: "Managing Yourself" -- how to increase and improve your executive qualifications
- Volume 2: "Managing Your People" -- how to win the respect, loyalty and cooperation of employees
- Volume 3: "Managing Your Business" -- how to solve both routine and unusual business problems.

The enclosed card contains a complete run-down -- chapter by chapter -- on each of the three volumes. As you glance through, consider how much it will be worth to you -- in terms of your future advancement -- to master these essential skills:

...delegating responsibility...handling "problem" workers
...planning and organizing your work...creating and presenting ideas...making logical decisions...training subordinates
...writing more effectively...detecting inefficient practices...plus dozens of other skills.

"THREE STEPS" gives you sound, sensible techniques you can apply the next time you face a situation requiring any one of these specialized abilities. It's that practical -- and that thorough.

And while a hard-cover book containing this meaty material might cost you

several dollars you may have the full set of three manuals, in a sturdy "Desk Case," free.

Free -- to highlight the extra value you'll receive from the pages of NATION'S BUSINESS each month.

(The entire contents of "THREE STEPS" originally appeared in regular issues of NATION'S BUSINESS. Therefore, the outline of the manuals will give you a good idea of what's in the magazine.)

But that's only half of what NATION'S BUSINESS provides!

Every issue includes a probing look at national and international events that could influence business conditions. You get factual reports and business-oriented interpretations -- plus reliable forecasts -- in such news areas as:

Administration Programs	Agriculture	Federal Trade Regulations
International Relations	The Economy	Employee Relations
Scientific Advances	Education	Transportation
National Defense	Unions	Investments
Foreign Trade	Credit	Marketing
Production	Taxes	Politics

-- all written in a style geared to the fast-paced information needs of today's busy executive. No excess wordage -- no re-hash of yesterday's newspapers -- no glib half-answers. Just an honest effort to relate what happened, why it happened, what's likely to happen and the effect it might have on you and your business.

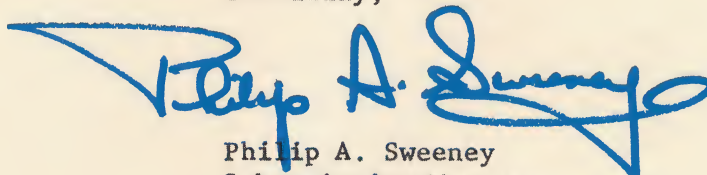
How useful will NATION'S BUSINESS be to you?

Since NATION'S BUSINESS is available by subscription only, you won't find a newsstand copy to answer that question. But you can get the answer by taking advantage of this "more than half-way" offer:

By authorizing a 1-year trial at only \$6.75, you reserve the right to cancel service - at any time - for a full refund of your unused subscription price. As soon as your authorization is received, we'll send you your free copy of THREE STEPS TO MORE SKILLFUL MANAGEMENT -- which is yours to keep, regardless of your decision about NATION'S BUSINESS.

Please use the enclosed card now to forward your authorization to us. No envelope or stamps needed; just O. K. and mail. We'll send the bill along later. Thank you.

Cordially,



Philip A. Sweeney
Subscription Manager

PAS/CW411

P. S. Note, the 3-volume set comes in an attractive and durable "desk case." Both the set and the case are yours to keep -- free -- regardless of your eventual decision about NATION'S BUSINESS. Just return the postpaid card today.

This valuable set FREE with your
trial subscription ... from the
editors of **Nation's Business**


New Third Edition

Three Steps to More Skillful Management

presented by the Editors of Nation's Business



Volume I Managing Yourself

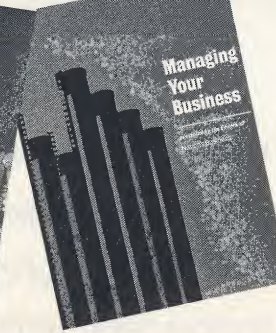
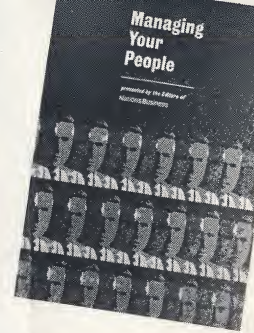
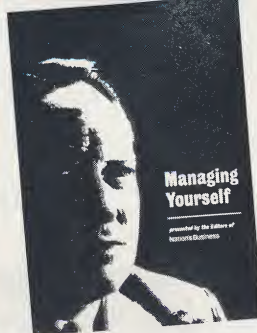
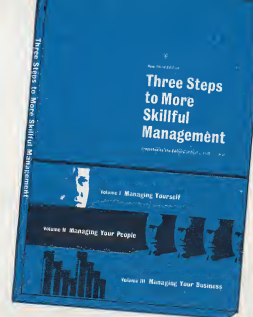


Volume II Managing Your People



Volume III Managing Your Business

See Inside for
Complete Outline of Contents



Three Steps to More Skillful Management



VOLUME ONE: MANAGING YOURSELF

1. **How To Be An Effective Executive**—5 ways to make better use of your ability and experience.
2. **You Can Conquer Managers' Greatest Fear**—appraise your anxieties honestly and master them effectively.
3. **Make The Time You Need**—get more hours out of your minutes.
4. **How To Sell Your Ideas**—guides for putting your ideas across.
5. **How To Weigh Ideas**—sorting workable proposals from impractical pipe dreams.
6. **Learn To Work With Your Boss**—how to overcome the most frequent sources of friction.
7. **Listening Is A Ten Part Skill**—10 useful tips to increase your understanding of what you hear.
8. **Throw Away Your Business Grammar**—and write more effectively.
9. **How To Make A Business Decision**—a 4-step plan to improve your performance as a decision maker.
10. **Teach Yourself Management Skills**—4 essentials that determine career growth.
11. **Make The Most Of Your Promotion**—moving up the ladder can bring problems too . . . and here's how you can overcome them.
12. **How To Enjoy Your Job**—and increase productivity.
13. **Think Your Way To Success**—guidelines to productive thinking.



VOLUME TWO: MANAGING YOUR PEOPLE

1. **Build The Will To Work**—a psychologist tells how to achieve increased employee cooperation.
2. **Give Your Men A Faster Start**—guidelines for proper job orientation.
3. **Get Full Use Of Idea Men**—finding and encouraging the creative team.
4. **Yardstick For Future Managers**—how to set job goals and rate performance.
5. **How To Delegate Responsibility**—the best way to pass along authority.
6. **Eight Tests Spot Initiative**—pick the men who'll get things done.
7. **Make Job Goals Fit The Man**—unrealistic standards do more harm than good.

A wealth of practical information and ideas in the three major areas of executive responsibility

8. **Ways To Handle Office Clashes**—types of conflicts and how to deal with them.
9. **How To Handle "Indispensables"**—what to do about the "one-man show."
10. **How To Hire Key People**—special techniques help you get the men you want.
11. **Find The Pivot Man**—your success can depend on recognizing him.
12. **How To Cope With Problem Executives**—shows you how to turn headaches into assets.
13. **Free The Man Who's Boxed In**—how to tap undeveloped potential.

VOLUME THREE: MANAGING YOUR BUSINESS

1. **Keep Your Company Young**—how to prevent corporate hardening of the arteries.
2. **Put Competitors To Work For You**—shows you how you can utilize other companies in your field to build morale and growth.
3. **How To Reorganize Without Crisis**—sound suggestions that can save time and eliminate many of the headaches.
4. **Think Things Through**—useful hints on spotting pitfalls in your corporate planning in time to avoid them.
5. **Testing Product Profitability**—what lines to add and what to drop.
6. **Success Won't Save Your Business**—points out three fatal diseases prosperous companies have to avoid.
7. **What To Do When Controversy Comes**—practical guidelines on how to speak out on touchy topics.
8. **You Can Cure Overlapping Management**—the causes of duplication and how to cure them.
9. **Make Jobs Pay Their Way**—cutting cost by measuring management functions.
10. **How To Handle Company Secrets**—drawing the line on confidential data.
11. **Get Help In Cutting Costs**—4 ways your employees can help you reduce expenses.



To obtain your free copy of this three-volume set, simply fill out and mail the enclosed postage-paid card.

WHAT READERS SAY ABOUT NATION'S BUSINESS

The acid test of the value of any magazine is the opinion of its readers. Reproduced below are some typical comments from NATION'S BUSINESS subscribers:

"I have been a regular reader of your magazine and consider it incomparable—though I subscribe to nearly every such publication available."

—District Sales Mgr.

"Could we have permission to translate your article on delegating responsibility into Portuguese?"

—Director

"I enjoyed very much your article on 'How to Encourage Ideas' and I would like to distribute it to our supervisory officials."

—Assistant to the President

"I plan to discuss your article 'New Forces Shape Business Future' with a club of men..."

—Sales Manager

"Your article 'Lease Back Frees Operating Capital' just helped me to make a business deal."

—Attorney

"Your articles on 'Six Steps to Executive Success' will enable us to give our personnel an insight into some of the current thinking on this criteria."

—Manager

The offer described on the enclosed card enables you to evaluate NATION'S BUSINESS... on your own terms... without risking a single penny. And in addition, it brings you, free, the valuable 3-volume set, "THREE STEPS TO MORE SKILLFUL MANAGEMENT."

Take advantage of this offer by filling out and mailing your card today.

